

## NEWS RELEASE

For Immediate Release

### **Ford Invests \$50,000 to Support Once Upon an Orchestra, Bringing Free Family Music Programs to Communities Across Kentucky**

*New partnership with the Louisville Orchestra and Louisville Free Public Library expands access to musical storytelling for children and families.*

**LOUISVILLE, KY. (August 21, 2025)** – Ford Motor Company has announced a \$50,000 investment to support Once Upon an Orchestra, a free, family-focused program presented in partnership by the Louisville Orchestra and the Louisville Free Public Library. This sponsorship marks a meaningful new collaboration between Ford and the two local institutions, focused on creating joyful, educational experiences for young audiences across Louisville and throughout the Commonwealth.

In the 2025–26 season, Once Upon an Orchestra will reach all 18 branches of the Louisville Free Public Library. This year’s schedule also includes **a first-time performance at the Parkland branch and a return to the Portland branch**, continuing the program’s commitment to reaching historically underserved neighborhoods.

The season features an exciting mix of returning favorites and bold new commissions, including Fly by Creator Corps Composer Brittany J. Green, inspired by a locally authored children’s book. The author will **narrate the premiere performance at the Main Library on October 18**. Also premiering this season is And Tango Makes Three by Creator Corps Composer Baldwin Giang, based on the beloved picture book.

Since its launch, Once Upon an Orchestra has become one of the city’s most impactful arts-education initiatives, drawing nearly 2,000 participants each year. For many children, these performances offer a first encounter with live classical music. Each event pairs a read-aloud of a children’s book with a custom score performed by Louisville Orchestra musicians—offering a playful, accessible introduction to both music and literacy.

“The Louisville Free Public Library is proud to again be a presenting partner of *Once Upon an Orchestra* – bringing music, books, and creativity together in a truly engaging way for children and families,” said Library Interim Executive Director Barbara Sexton Smith. “Thanks to investments from Ford, the Library Foundation, and Metro Government, we are able to bring these experiences to every library location to help foster a love of reading and the arts across our community.”

Ford’s investment not only sustains and expands the core library-based program, but also enables Once Upon an Orchestra to reach beyond the library walls. The support will aid the program’s continued growth and deepens its connection to local families by helping the Orchestra bring special performances to community centers and other public spaces throughout the region and the Louisville Orchestra’s In Harmony Tour. In the coming season, the Orchestra will bring special performances to local community centers and additional public venues, further expanding access to families citywide. Educational materials from the program will also be shared through the Library’s network and with Ford’s community partners to deepen long-term impact.

“This partnership with Ford will help the Louisville Orchestra do what we do best, bring meaningful joyful music experiences to the community,” said Teddy Abrams, Music Director of the Louisville Orchestra. “Together with the Louisville Free Public Library, we’re building bridges through Once Upon An Orchestra. Ford’s involvement helps create welcoming spaces where children can discover music, stories, and creativity at no cost to their families.”

Ford’s support for the program was inspired by Abrams’ vision of community-centered music-making and the Orchestra’s ongoing commitment to education and equitable access. The investment is part of Ford’s broader mission to make a lasting, positive impact in the communities where its employees live and work.

“At Ford, we believe in building stronger communities, and this partnership with the Louisville Orchestra and Louisville Free Public Library allows us to give back in a meaningful way,” said Gabby Bruno, Community Relations Director. “Once Upon an Orchestra is a perfect example of how music and literacy can unite families, strengthen neighborhoods, and create meaningful shared experiences that also matter to our 12,000 employees and their families in the region.” The full 2025–26 Once Upon an Orchestra schedule is available at [lfpl.org/orchestra](https://lfpl.org/orchestra)

	<b>Branch</b>	<b>Date of Perf.</b>	<b>Time</b>	<b>Program</b>
<b>1</b>	Main	10/18/2025	3:00 PM	Fly
<b>2</b>	Parkland	10/21/2025	6:30 PM	Fly
<b>3</b>	Newberg	10/25/2025	10:30 AM	The Very Hungry Caterpillar
<b>4</b>	Southwest Reg.	11/1/2025	2:00 PM	And Tango Make Three
<b>5</b>	Fairdale	11/12/2025	10:30 AM	The Very Hungry Caterpillar
<b>6</b>	South Central Reg.	11/18/2025	6:30 PM	If You Give a Mouse a Cookie
<b>7</b>	Crescent Hill	12/4/2025	10:30 AM	And Tango Makes Three
<b>8</b>	Shawnee	12/9/2025	6:30 PM	If You Give a Mouse a Cookie
<b>9</b>	Western	12/16/2025	10:30 AM	Fly
<b>10</b>	Iroquois	1/22/2026	6:30 PM	Fly
<b>11</b>	Northeast Reg.	1/28/2026	6:00 PM	And Tango Makes Three
<b>12</b>	St. Matthews	2/3/2026	10:30 AM	Bear Snores On
<b>13</b>	Shively	2/7/2026	2:00 PM	Bear Snores On
<b>14</b>	Highlands-Shelby Park	2/12/2026	11:15 AM	Bear Snores On
<b>15</b>	Jeffersontown	2/14/2026	10:30 AM	And Tango Makes Three
<b>16</b>	Middletown	4/7/2026	10:00 AM	Bear Snores On
<b>17</b>	Portland	4/21/2026	6:00 PM	The Very Hungry Caterpillar
<b>18</b>	Bon Air	4/25/2026	10:00 AM	If You Give a Mouse a Cookie

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